CLAIMS

What is claimed is:

1. A method comprising:

receiving from a remote location trigger attribute data identifying at least one display attribute of an interactive icon;

responsive to receiving the trigger attribute data, causing an interactive icon having the at least one attribute identified by the trigger attribute data to be displayed via a display device;

receiving user input selecting the interactive icon; and

responsive to receiving the user input, providing a television presentation enhancement.

2. The method of claim 1, wherein the interactive icon has at least one attribute not identified by the trigger attribute data.

3. The method of claim 1, wherein the trigger attribute data corresponds to a trigger.

4. The method of claim 3, wherein the trigger complies with an ATVEF (Advanced Television Enhancement Forum) standard.

5. The method of claim 1, wherein the remote location is a headend.

6. The method of claim 1, wherein the remote location is a content provider.

7. The method of claim 1, wherein the enhancement comprises an advertisement.

8. The method of claim 1, wherein the enhancement comprises information about a television presentation that was displayed in conjunction with the interactive icon.

9. The method of claim 1, wherein the enhancement comprises data that is received from a source identified by the trigger attribute data.

10. The method of claim 9, wherein the source is accessible via the Internet using a uniform resource locator (URL) that is identified by the trigger attribute data.

11. The method of claim 9, wherein the source is one of an Internet server, a broadcast file system, an object carousel, or a local storage device.

12. The method of claim 9, wherein the enhancement is downloaded using one of a hyper text transfer protocol (http), hyper text transfer protocol secure (https), file transfer protocol (ftp), trivial file transfer protocol (tftp), broadcast file system (bfs), digital storage media command and control (DSM-CC) object carousel.

13. The method of claim 1, wherein the trigger attribute data identifies a display time window during which the interactive icon is to be displayed.

14. The method of claim 13, wherein the interactive icon is displayed responsive to a current time being within the display time window.

15. The method of claim 1, wherein the trigger attribute data identifies a display time duration for displaying the interactive icon.

16. The method of claim 15, wherein the interactive icon is displayed for a time period that is substantially equal to the display time duration.

17. The method of claim 15, wherein the interactive icon is displayed for a plurality of time periods, each of the plurality of time periods being substantially equal to the display time duration.

18. The method of claim 1, wherein the trigger attribute data identifies a sleep time duration for suspending display of the interactive icon.

19. The method of claim 18, wherein display of the interactive icon is suspended for a time period that is substantially equal to the sleep time duration.

20. The method of claim 18, wherein display of the interactive icon is suspended for a plurality of time periods, each of the plurality of time periods being substantially equal to the sleep-time duration.

21. The method of claim 1, wherein the trigger attribute data identifies a screen location for displaying the interactive icon.

22. The method of claim 21, wherein the interactive icon is displayed at the screen location identified by the trigger attribute data.

23. A first set-top terminal (STT) comprising:

logic configured to cause an interactive icon to be displayed via a display device, the interactive icon having at least one display attribute identified by trigger attribute data received from another apparatus; and

logic configured to cause a television presentation enhancement to be displayed via the display device responsive to user input selecting the interactive icon.

24. The STT of claim 23, further comprising memory for storing at least one default value identifying a characteristic of the interactive icon.

25. The STT of claim 23, wherein the trigger attribute data identifies a display time window during which the interactive icon is to be displayed.

26. The STT of claim 25, wherein the interactive icon is displayed responsive to a current time being within the display time window.

27. The STT of claim 23, wherein the trigger attribute data identifies a display time duration for displaying the interactive icon.

28. The STT of claim 27, wherein the interactive icon is displayed for a time period that is substantially equal to the display time duration.

29. The STT of claim 27, wherein the interactive icon is displayed for a plurality of time periods, each of the plurality of time periods being substantially equal to the display time duration.

30. The STT of claim 23, wherein the trigger attribute data identifies a sleep time duration for suspending display of the interactive icon.

31. The STT of claim 30, wherein display of the interactive icon is suspended for a time period that is substantially equal to the sleep time duration.

32. The STT of claim 30, wherein display of the interactive icon is suspended for a plurality of time periods, each of the plurality of time periods being substantially equal to the sleep-time duration.

33. The STT of claim 23, wherein the trigger attribute data identifies a screen location for displaying the interactive icon.

34. The STT of claim 33, wherein the interactive icon is displayed at the screen location identified by the trigger attribute data.

35. The STT of claim 23, wherein the trigger attribute data corresponds to a trigger.

36. The STT of claim 35, wherein the trigger complies with an ATVEF (Advanced Television Enhancement Forum) standard.

37. The STT of claim 23, wherein the other apparatus is a server located at a headend.

38. The STT of claim 23, wherein the other apparatus is a server operated by a content provider.

39. The STT of claim 23, wherein the other apparatus is another STT.

40. The STT of claim 23, wherein the enhancement comprises an advertisement.

41. The STT of claim 23, wherein the enhancement comprises information about a television presentation that was displayed in conjunction with the interactive icon.

42. The STT of claim 23, wherein the enhancement comprises data that is received from a source identified by the trigger attribute data.

43. The STT of claim 42, wherein the source is accessible via the Internet using a uniform resource locator (URL) that is identified by the trigger attribute data.

44. The STT of claim 42, wherein the source is one of an Internet server, a broadcast file system, an object carousel, or a local storage device.

45. The STT of claim 42, wherein the enhancement is downloaded using one of a hyper text transfer protocol (http), hyper text transfer protocol secure (https), file transfer protocol (ftp), trivial file transfer protocol (tftp), broadcast file system (bfs), digital storage media command and control (DSM-CC) object carousel.

46. A method comprising:

receiving from a remote location trigger attribute data identifying at least one display attribute of an interactive icon;

responsive to receiving the trigger attribute data, causing an interactive icon having the at least one attribute identified by the trigger attribute data to be displayed via a display device;

receiving user input selecting the interactive icon; and

responsive to receiving the user input, providing a television presentation enhancement;

wherein the trigger attribute data corresponds to a trigger;

wherein the trigger complies with an ATVEF (Advanced Television Enhancement Forum) standard;

wherein the remote location is a headend, the display device is a television, and the user input is provided by a remote control device;

wherein the enhancement comprises data that is received from a source identified by the trigger attribute data;

wherein the source is accessible via the Internet using a uniform resource locator (URL) that is identified by the trigger attribute data;

wherein the source is one of an Internet server, a broadcast file system, an object carousel, or a local storage device;

wherein the enhancement is downloaded using one of a hyper text transfer protocol (http), a broadcast file system (bfs) protocol, a digital storage media command and control (DSM-CC) protocol, or a file transfer protocol (ftp);

wherein the trigger attribute data identifies a display time window during which the interactive icon is to be displayed;

wherein the interactive icon is displayed responsive to a current time being within the display time window;

wherein the trigger attribute data identifies a display time duration for displaying the interactive icon;

wherein the interactive icon is displayed for a time period that is substantially equal to the display time duration;

wherein the trigger attribute data identifies a sleep time duration for suspending display of the interactive icon;

wherein display of the interactive icon is suspended for a time period that is substantially equal to the sleep time duration;

wherein the trigger attribute data identifies a screen location for displaying the interactive icon;

wherein the interactive icon is displayed at the screen location identified by the trigger attribute data